

**will it be  
individual  
begging...**



**or  
collective  
bargaining?**



# **“Prices are set by those who have the power to set them.”**

Would you be surprised to read headlines like these in your newspaper?

**MILLS INCREASE STEEL  
PRICE \$8 A TON**

**MANUFACTURERS UP NEW CAR  
PRICES AN AVERAGE OF \$56**

**PRODUCERS ANNOUNCE 17%  
INCREASE IN PRICE OF COPPER**

Hardly. It's not surprising that the people who produce goods should have the power to price those goods.

But how about headlines like these?

**RANCHERS BOOST BEEF 3c A POUND**

**DAIRYMEN INCREASE MILK PRICE 2c**

**FARMERS ANNOUNCE 6% INCREASE  
IN PRICE OF WHEAT**

Surprising? Quite. Because everybody knows that unlike other producers, farmers can't put a price tag on the goods they produce. Steel mills can. Manufacturers can. Smelters can. But farmers can't.

**Farmers take what they're given** for their products. If other producers used the same marketing technique farmers do, then new shoes, washing machines and

cars would all sell for whatever buyers were willing to pay. And if Chevy—or any other truck manufacturer—complained that \$1900 pick-ups were selling for only \$1750, buyers could retort with, “Sorry, but new pick-ups are bringing only \$1750 today. That's all we're paying. Take it or leave it.”

**A farmer might survive** with this kind of marketing system if all other producers would agree to play the same game. Then farmers could price the things they need—could pay whatever they wished for fertilizer and farm equipment, for kids clothes and kitchen appliances. So far, no one's been able to persuade other producers to play this “What will you give me” system of marketing. Small wonder. No businessman can afford to leave the pricing of his own products to the decision of others.

**So if other producers won't relinquish** their God-given right to price their own products, the alternative is for farmers to exercise the same God-given right themselves. That right is theirs. It's theirs constitutionally. And it's been certified in Congress by the Capper-Volstead act.

**The time has come** for the American farmer to exert some control over his destiny. To control the pricing of farm products instead of abdicating this power to special interest buying groups.

**Because solving the farm problem lies in the power of pricing.** Conscientious, responsible pricing based upon the principles of sound, ethical business management.

**WHAT'S THE SCORE?  
FARMERS ARE LOSING,  
542 to 68**

New York financial columnist Sylvia Porter has come up with figures that show how much the American farmer has been subsidizing other working people the past 50 years. Since 1919, average hourly wages have gone up 542 per cent. But the cost of food has risen only 68 per cent. If you're a farmer, you know that the people who raise food didn't collect the 68 per cent increase, either. It went to processors, packagers, food chains and others. Farm income today is actually lower than it was at mid-century. **IT'S STILL NOT TOO LATE TO GET INTO THE GAME!**

## **you can control the power through NFO!**



etting prices through block bargaining.

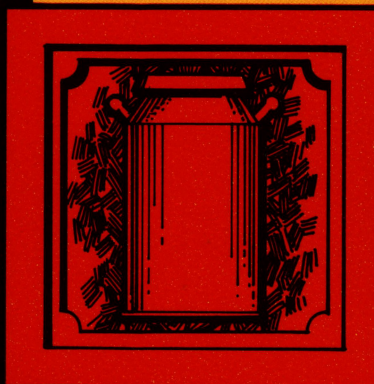
# It's the American/NFO way.

When the American colonists were getting up courage to take the well being of themselves and their families into their own hands, the hard-thinking, practical-minded Benjamin Franklin told them, "Either we all hang together... or we'll all hang separately."

This American way of "hanging together" for a good cause produced our first 13 colonies of the union. It also describes block bargaining. Because organization, or standing united, is what makes block bargaining possible.

The instrument by which farmers stand together is NFO. Through NFO, united farmers bargain for the sale of their production. Farmers can better control the prices they get. You can think of it this way. When a large organization buys in quantity and thus manages a better deal, we call it "buying power." United in NFO, farmers can sell in large quantities and increase their "selling power." When quantities represent a major part of production, the power to say, "Take it or leave it" shifts from buyer to seller—from processor to farmer/producer.

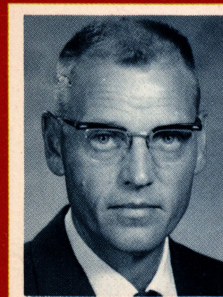
NFO is already at work. In all 48 continental United States. And NFO contracts, the result of block bargaining, are bringing farm families the newer, richer life they have so long deserved but have so long been denied.



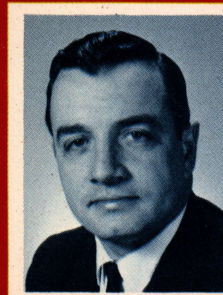
## some recent comments about NFO



"Tomorrow there will be 357 fewer farms than today, 2,500 fewer next week, 10,000 fewer next month. The low farm prices that are causing this loss of farms scares me. That's why I hope you'll join with me and my neighbors and join NFO." WENDELL STONER, BLUE HILL, NEBRASKA.



"Our wheat prices are so low a man can buy a bushel of wheat in the Dakotas, take a profit on it, ship it half way round the world to Rotterdam and still undersell European wheat by better than \$1.50. That's why Europeans tax our wheat. I'd say it's high time we started to do a little bargaining, wouldn't you?" LOWELL RASMUSSEN, DAGMAR, MONTANA.



"Two billion people don't have enough to eat. Children are starving. Sociologists warn that mankind now stands on the edge of famine. Can any God-fearing man, then, say surpluses are causing our problem? Our problem is prices, not surpluses." KEITH EMENHISER, MONROEVILLE, INDIANA.



"Industry earns over 24 cents from every dollar invested. A farmer earns less than 3 cents from each one of his dollars he has invested. Farmers deserve a better shake than this. And NFO is working to see that they get it." CLARENCE PETERS, WHITE LAKE, SOUTH DAKOTA.

Mail this  
coupon today

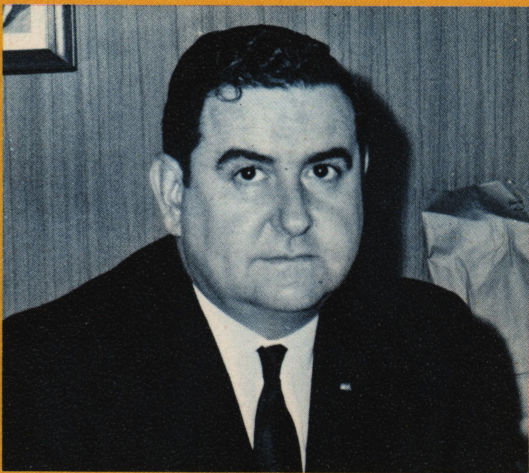
NFO, Corning, Iowa 50841

Dear Mr. Staley:

I'm a farmer/rancher. I want to find out how I can better my lot. To do this, I'm willing to spend 10 minutes with my local NFO representative. Please send him around. And tell him I'm under no obligation whatsoever.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ TOWN \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_





OREN LEE STALEY

## A message from the President of NFO

Fellow Farmer:

I'm glad you're reading this brochure. Because time is running out for the independent American farmer.

In the last 30 years our nation's economy has made tremendous advances. Wages have multiplied. Corporate profits have soared to all-time highs. Yet our farm families have been denied their share of our nation's growing prosperity.

The percentage of parity received by farmers now stands at the lowest level since 1939. As Rep. Alvin E. O'Konski of Wisconsin reported to Congress, 46% of rural American families fall within the poverty class.

When nearly one-half of the men and women who produce most of the wealth of the nation are doomed to see their children ill-clothed and ill-housed, surely something must be wrong.

But you're a farmer. No one need tell you the problem. You're looking for a solution. We're convinced we have that solution. In NFO. The National Farmers Organization.

NFO is now in 48 states. We're signing contracts and putting upward pressure on farm prices. We're doing what critics said couldn't be done.

All I urge you to do is to find out about NFO. See if it can help you. Fill out the attached card and mail it today. Or contact your neighbor who represents the NFO in your county. His name is on the back of this brochure. He'll be glad to hear from you... and see that you get the kind of simple, honest facts you'll need to make up your mind about NFO.

Warmest personal regards.

*Oren Lee Staley*  
Oren Lee Staley  
President, NFO



## THE ORGANIZATION THAT AWOKE AMERICA

*For additional information contact*

**Detach and mail coupon  
on other side of flap**